# Solution for

# Data Security Challenges faced by Smart Grid Evolution

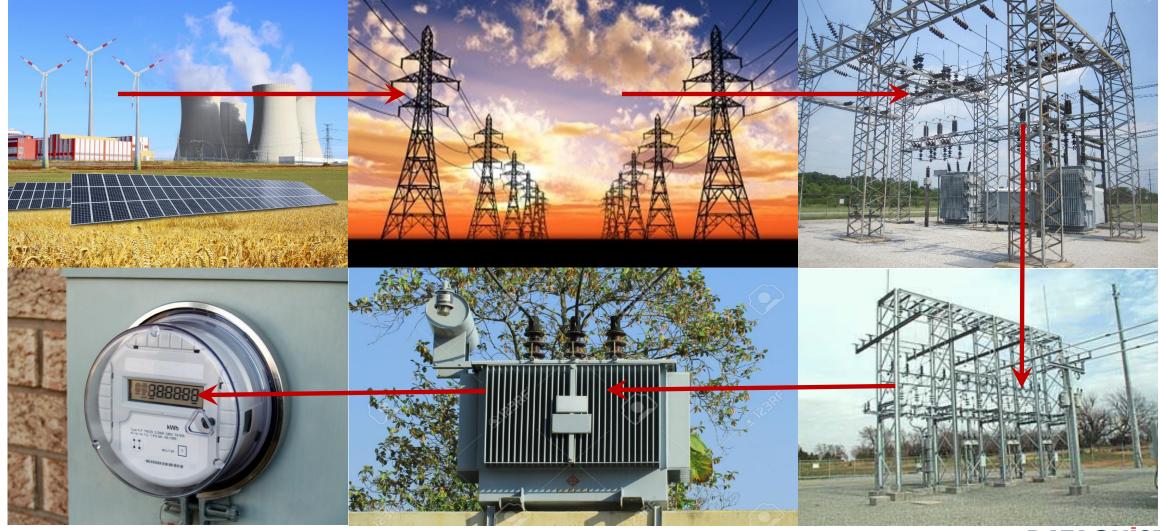
Venkat Subramanian – CTO

Dataguise Inc.

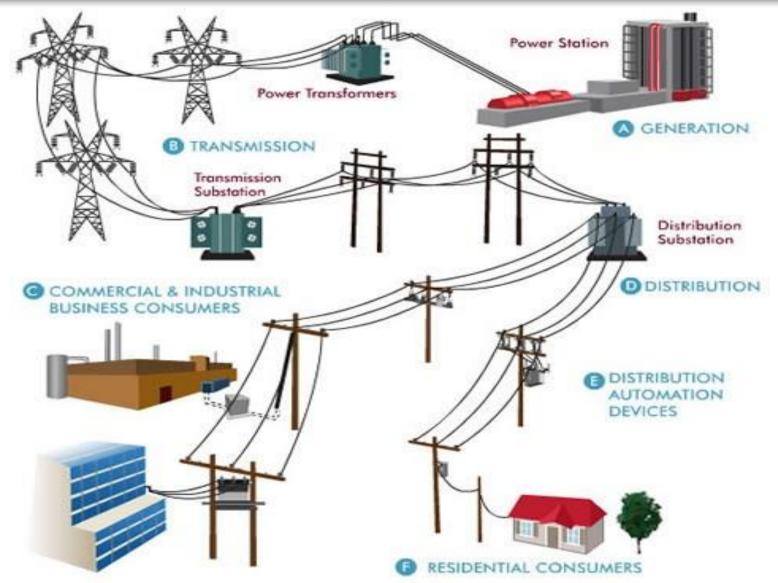


# Electric Power – Generation to Distribution

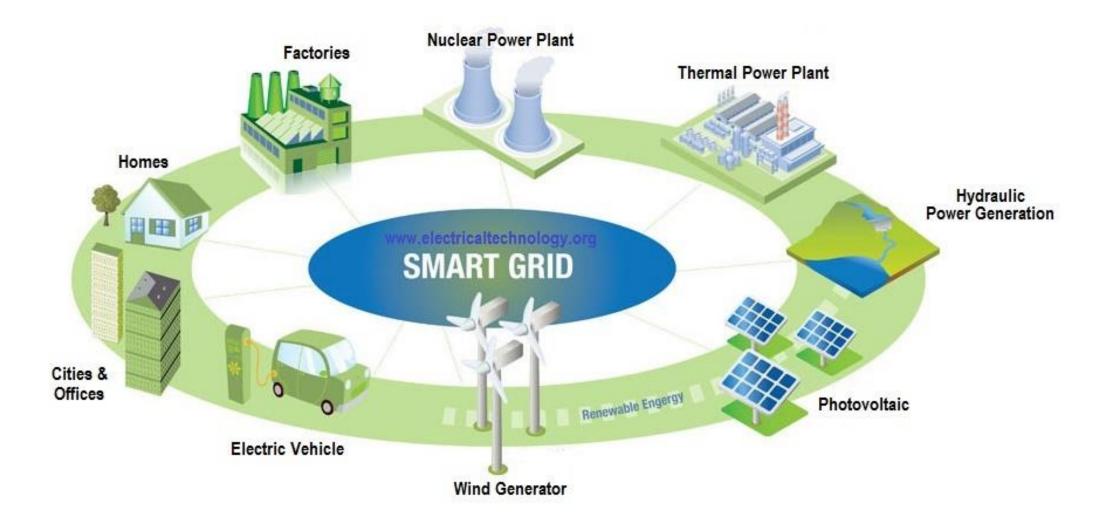
Generation, transmission lines, substations, feeder lines, transformers, local distribution, meters



# **Traditional Power Grid**



# The smart grid



# Smart Grid & Energy Resources

### **Energy sources**

- Conventional Energy Resources
  - Coal (33%)
  - Natural Gas (33%)
  - Nuclear (20%)
  - Hydro-electric (6%)
- Distributed Energy Resources (DER)
  - Small combustion turbines natural gas (Peaker plants)
  - Solar
  - Wind
  - Geothermal
  - Biomass
  - Small Nuclear Reactors
  - Energy Storage



### Smart Grid - Benefits

# Reliable power

- Hour by hour demand prediction & procurement is near real-time, not based on prior day data etc.
- Fault no longer leads to black out & energy supply disruption, factory downtime
- Automatic securing of the system for continued operation
- Lower carbon footprint
  - hydropower, biomass and geothermal resources, sun, wind, nuclear etc
- Lower cost to consumers
  - greater access to info for more efficient use

### **Smart Grid & Data**

- With sensors at every level
- With SCADA controlling the devices and acquiring huge amounts of data
- Data a critical element in rapid response to heal disruptions
  - Volume
  - Variety
  - Velocity
  - Varying quality too
- Data Driven enterprise
- IT meets OT
  - Operational intelligence, analytics for predictions
  - Supervisory Controls and Data Acquisitions
  - Demand side management consumer facing, self-service for efficient use

### Smart Grid - Vulnerable

### **Energy Sector Leads in Cyber Attacks**



The report highlights that energy companies have seen a massive increase in the number of successful cyber-attacks over the past year.

....with the emergence of smart grids and smart devices, make the energy sector a highly attractive target for cyber-attacks....



# Securing the Smart Grid

- Regulations for standard ways of handling data and controls
- Best practices for each entity
  - Normalize the data
  - Ensure fidelity of the data (with each player)
  - Strong authentication, authorization mechanisms
  - Encryption and Role-base Access
  - Workforce training & development (policy, process driven)
  - Consistency different players cannot have different security postures

Strength of the system is limited by the weakest Link Goal: Ensure integrity and availability

# Regulatory Compliance

- Health Information Portability & Accountability Act (HIPAA)
- Personally Identifiable Information (PII)
- Payment Card Industry Data Security Standard (PCI)
- Sorbane-Oxley (SOX)
- General Data Protection Regulations (GDPR)
- NERC-CIP

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# Secure Business Execution

The Vision

The ability of an Enterprise to safely and responsibly leverage the value of all of their data assets for the purpose of gaining new insights for better operations, eliminating breach exposure, and driving integrity of the entire system





**AUDIT** 





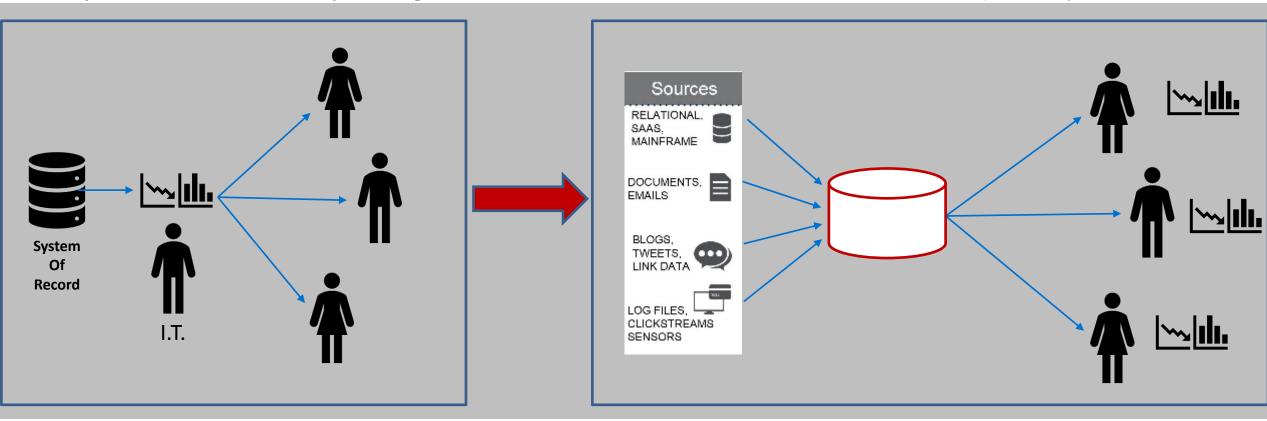
PROTECT

**MONITOR** 

# IT Transformations ...

IT led
System of Record Reporting

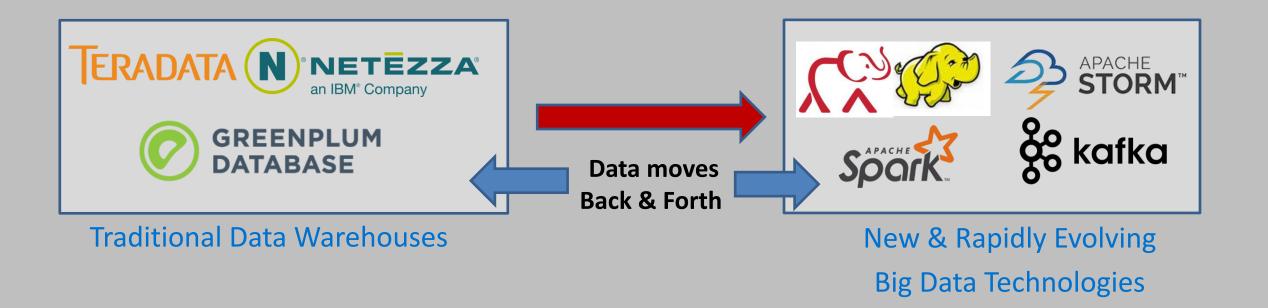
Business-units led Self service Reporting



Limited Access Glacial Speed of response Real-Time Access
Deeper Insights into Diverse Data



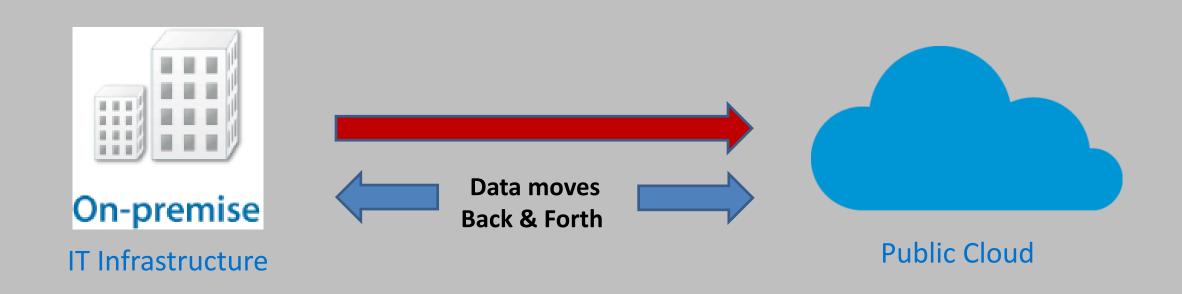
# IT Transformations ...



Diversity in Data Sources, Flexibility in Access – Schema on Read

# IT Transformations ...

### Focus on Core Competency

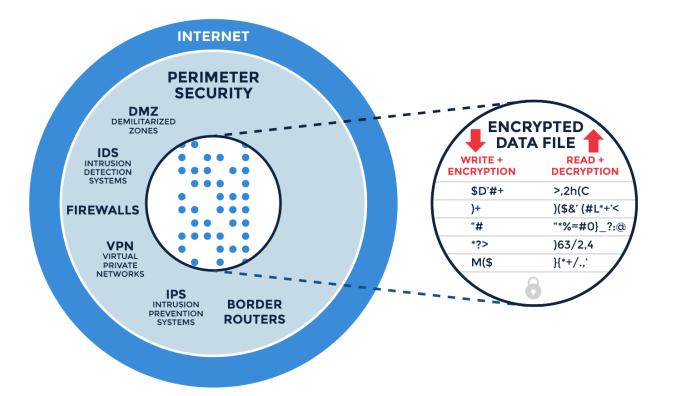


Agility in Capacity, Focus on core competence at a lower cost

### Secure Environment

**Perimeter Security** 

Volume/File Encryption — Control over data access & Regulatory compliance



YOU NEED BOTH.....AND \*MORE!

# What Should We Do?

### At the cell-level...

- 1. Precisely locate sensitive content across ALL repositories
- 2. Protect those assets appropriately masking, encryption
- 3. Provide 'controlled' & 'monitored' access to data
- 4. Result: Enabled employees, trusted partners to make data-driven decisions



Even a Grocery Store Chain is a data-driven Company!!





# Secure Business Execution – Core Requirements



### **DETECT**

Where sensitive content is present in struct, unstruct, semi-struct data



### **AUDIT**

Who has access to which sensitive data & identify misalignments and risk factors



### **PROTECT**

Sensitive data at the element level— encrypt/decrypt with RBAC, mask, redact



### **MONITOR**

Based on metadata, track how and where sensitive data is being accessed through a 360° dashboard

### Detection – Sensitive Elements



#### SENSITIVE DATA DISCOVERY FOR UNSTRUCTURED DATA

### Patterns in "Strings"

• Digit Patterns: 4451 3340 0023 1200 8/16 B7127157 Expires 04-19-15

#### Patterns in "Grammar"

• August Thomson -vs- 1240 August Ave -vs- 12 August 1994

#### Patterns in Context (Dependent)

Other data elements in horizontal or vertical vicinity
 '94538' near address elements

### Patterns in Combination (Composite)

CCN & Name, CCN, Name, Expiry not just CCN

### Patterns in Knowledge

Ontologies HL7 Encoding, Financial Market Data

### Custom patterns (elements)

• Customer-specific elements & combinations with validation

#### Machine Learning

• Training data based on customer samples for greater accuracy

Data @Rest in HDFS, in-motion (Flume, FTP...)

#### DISCOVERY FOR STRUCTURED DATA - RDBMS....

### Sample data on all tables, process column content

- Ensure enough non-null values AFAP
- Column name match
- Confidence factor based on matches & mismatches
- Some columns may be Unstructured

### Track sensitive/privacy data schema changes

- User picks a discovery result as baseline per database
- Results from subsequent discoveries diff'd with the baseline to identify changes

# **Detection – Sensitive Elements**



o : Charter-Four Auto Finance

228 East Main Street Suite 300 Rochester, NY 14604

Attn: Payoff Dept

From : Paul Capobianco

79 Audubon Drive Walpole, MA 02081

Home: (508) 660-3098 Bus: (508) 850-0058

Fax: (508) 660-3098 (When plugged in)

Date : Thursday, December 17th, 2015

Email : paul.capobianco@dataguise.com My secondary email is: pcapobianco1@gmail.com

Subj : Unknown Transaction

\_\_\_\_\_\_

To Payoff Dept,

I called and received a payoff figure of \$1,272.02, good until Dec 9, 2016. I am emailing you for the purpose of an unknown charge on the account on October 12, 2015 for the amout of \$343.98. This added amount is not familiar. Could you verify this transaction and gat back to me? This account is tied to my social security number which is 013-52-1234 and also under Account# ZX-07672. Please get back to me at any of the above numbers or emails. I should be available anytime for your response.

Thank you,

# <u>Detection – Sensitive Elements</u>



Charter-Four Auto Finance 228 East Main Street Suite 300 Rochester, NY 14604 Attn: Payoff Dept From Paul Capobianco 79 Audubon Drive Walpole, MA 02082 (508) 660-3098 (508) 850-0058 (508) 660-3098 (When plugged in) Thursday, December 17th, 2015 Date paul.capobianco@dataguise.com My secondary email is pcapobianco1@gmail.com Email Subj Unknown Transaction To Payoff Dept, I called and received a payoff figure of \$1,272.02, good until Dec 9, 2016. I am emailing you for the purpose of an unknown charge on the account on October 12, 2015 for the amout of \$343.98. This added amount is not familiar. Could you verify this transaction and gat back to me? This account is tied to my social security number which i 013-52-1234 and also under Account ₹2X-07672. Dlease get back to me at any of the above numbers or emails. I should be available anytime for your response. Thank you,

# Relational Database Detection



	nxe_ident	rxe_vPatFName	rxe_vPatLName	rxe_vCardHoldId	rxe_vPat_Address	rxe_vPat_City	rxe_vPat_Zip	rxe_nSbPatPayAmt	rxe_cVerNbr	nxe_vDPW	nxe_vNCPDP
1	2407	NYSA	HIME	231304880	4870 ANDY LN	Fairfield	77393	2054.50	NULL	NULL	1
2	890	GRACE	SHIFFER	132424013	9387 NIKO EXPWY	Alabaster	48358	6027.71	NULL	NULL	1
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21	3242	ANITRA	SMYSER	389947367	6214 TIM LN	Alexandria	12153	2935.27	NULL	NULL	1
22	7010	LYNETH	TRAMEL	475631351	5129 MADISON HWY	Sligo	33614	8467.37	NULL	NULL	1
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### **MONITOR**

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### **Entitlements Audit**



- What dir/files, tables/columns contain sensitive elements
- Are the elements in clear text, encrypted, or masked
- Who has access to these files
  - Posix File system Permissions
    - "traditional unix permissions"
    - owner, group, other
    - rwx
  - Access Control Lists (ACL)
    - More fine grained
    - Policy based?

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# Protection: Encryption, Masking



### MASKING

- Obfuscation, one-way operation
- Multiple options in DgSecure fictitious but realistic values, X'ing out part of the content....
- Consistent masking to retain statistical distribution of data

### ENCRYPTION

- Encrypted cell/row
- Accessible (Decryption) by authorized users only Hive, bulk, via App
- Granular protection

### REDACTION

- X'ing out entire sensitive data cell
- Nullify

# Protection: Encryption, Masking



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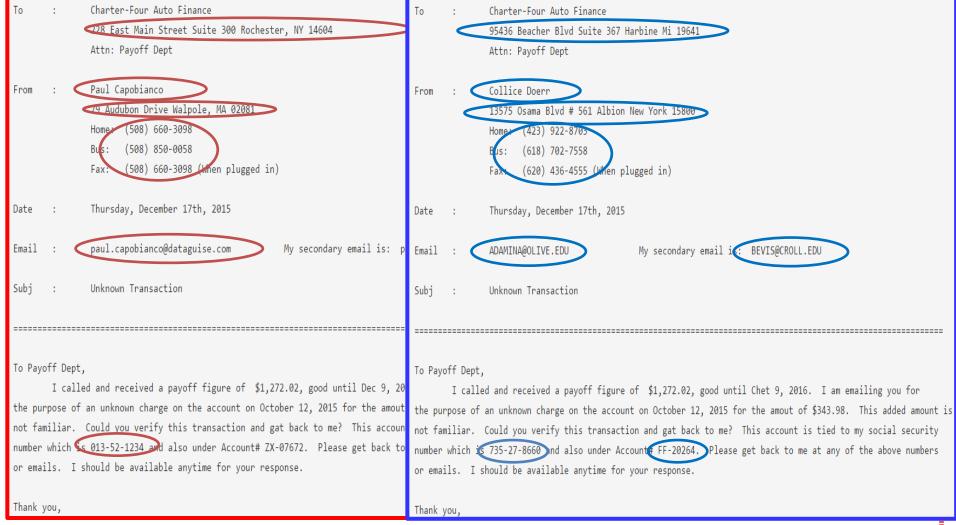
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# Protection: Masking



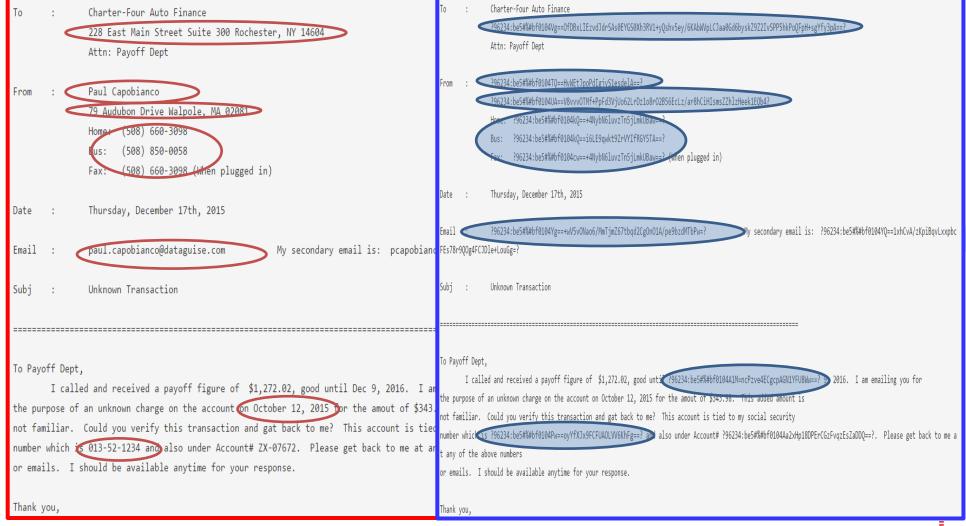
# Masking in Hadoop



# Protection: Encryption



### **Encryption in Hadoop**



# Relational Database Detection



	rxe_ident	rxe_vPatFName	rxe_vPatLName	rxe_vCardHoldId	rxe_vPat_Address	rxe_vPat_City	nxe_vPat_Zip	rxe_nSbPatPayAmt	nxe_cVerNbr	nxe_vDPW	nxe_vNCPDP
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# Relational Database Masking



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11	3527	DANE	FIFA	HORN	IACK	58438	6019	3772 8	NORK HWY	1 alcae		ACADO	1502.26	NIIII	NULL	1
12		rxe_ident	rxe_vPat	tFName	rxe_vPatl	Name	rxe_vCard	Holdld	rxe_vPat_Address		nxe_vPat_City	rxe_vPat_Z		nt nxe_cVerNb	r nxe_vDPV	V rxe_vNCPDF
3	1	4507	RHIANN	NON	UYENO		29614570		5878 ELLERY EXP	WY	Clarion	21444	1995.87	NULL	NULL	1
4	2	321	OLGA		RUTHS		64979756		3738 TERTIA AV		Hialeah Gardens	42511	7499.45	NULL	NULL	1.
5	3	5724	HARUK		ALIG		60194784		3902 KASIM EXPV	ľY	Hendersonville	16773	7192.52	NULL	NULL	1
16	4	7989	WINOL	A	MINZEN	MAYER	34634526	3	1026 VIDA LN		St. Michael	29554	4697.47	NULL	NULL	1
7	5	1564	SASHA		MEDAS		40680566		7848 JULIEN HWY	1	Beaver	14994	4541.60	NULL	NULL	1
8	6	5675	CHAHN	IA	ABUNDIS	S	20368659	9	1707 BRINLEY BL	VD	lonia	52825	1564.44	NULL	NULL	1
19	7	5700	MEDEA	1	LAFERT	Y	22376242	2	7303 CHLORIS RT		Mcclure	87840	6984.65	NULL	NULL	1
0.	8	3132	EARLE	NE	SAGLIBE	NE	64672184	1	5578 BRAULIO AV		Woodfield	78219	9074.65	NULL	NULL	1
1	9	5948	LUPITA		KORAB		71718159	8	4631 DEMPSTER	LN	Hamtramck	95715	5814.14	NULL	NULL	1
2	10	2180	CHAELI	l	BEISWE	NGER	23151289	9	4738 GAVRILA BLY	VD	Abbott	40881	9032.76	NULL	NULL	1
3	11	4731	CIERA		MCGAFF	EY	30913955	8	1838 DUAA LN		Agoura Hills	23730	9942.47	NULL	NULL	1
4	12	5170	MALIKA	<b>\</b>	SWANG	ANGO 201312912		2	1056 ALDEN AV		Murphys Estates	86121	8393.56	NULL	NULL	1
25	13	6526	DELAN	EY	SCHLUM	AKER	R 762405213		6598 BETHESDA E	BLVD	Temple Hills	22355	4686.24	NULL	NULL	1
26	14	8589	MAURE	EN	PALEY		113236955		2002 JAZMYN HW	Y	Kahaluu-Keauho	ou 53533	741.37	NULL	NULL	1
27	15	9676	ZAZA		CIFALDI		33128419	7	3128 WYATT ST		Fort Lewis	22536	9171.87	NULL	NULL	1
28	16	9474	HANNA	N	MOERM/	AN	29731673	1	1914 DEMPSEY H	WY	Princeton	53010	7287.34	NULL	NULL	1
29	17	7873	NAN		OBAR		50636789	9	6037 AJAX ST		Austin	41751	7030.42	NULL	NULL	1
30	18	5935	MACEY	•	JANOSK	0	66158323	7	3014 ALIZA BLVD		Beardstown	36924	4918.66	NULL	NULL	1

# Protection: Encryption (Structured Data)



# **Encryption in Hadoop (Structured)**

States, (508) 850-0058, [NULL], 7/12/1968 3:15, AndrEastHayes@worldafrican.com, 275-80-3158, 5175-8031-5859-2175, 1 1002, Andrew, Smith, Senior Financial Analyst, Vanguard Cellular, 2002 Pisgah Church Road, Greensboro, NC, 2 1001, ?96234: be5#%#bf0104A3s=3J2sDrsVV46OndeEirKYEA==?, ?96234: be5#%#bf0104A10=zG7sz80ebnf9Dt/lOD9aXg==?, Director, World African Network, ?96234: b 6:47, Andrewsmith@vce e5#%#bf0104Asw=Q1LTXTlgs04+s2eqmuj/Ilya8Cn9Q3gqcrx2PJR/Voc=?,?96234:be5#%#bf0104AuI=qU4fC29Ud5WXG0KxboFlKw==?,?96234:be5#%#bf0104Avc=RPFzLzgun 1003, Anthony, Dillon, i5epnIGleUWcw==?,?96234:be5#%#bf0104Az4=Ps9ugKYMW9YBbkEbrBWpmw==?,United States,?96234:be5#%#bf0104cw==i6LE9qwkt9ZrVYIfRGY5TA==?,?96234:be5#%#bf0104cw==i6LE9qwkt9ZrVYIfRGY5TA==i6LE9qwkt9TA==i6LE9qwkt9TA==i6LE9qwkt9TA==i6LE9qwkt9TA==i6LE9qwkt9TA==i6LE9qwkt9TA==i6LE9qwkt9TA==i6LE9qwk Road, Greensboro, NC, 2 .bf0104cw==0raClLtUuNW3UqozSExHg==?,7/12/1968 3:15,?96234:be5#%#bf0104Xg==ssdYT2bZ6Cx24BsN0RvcX1cveoKXtLq7IkQqd4xg1AA=?,?96234:be5#%#bf0104Qw= 2:37, AnthonyDillon@v =TkwlqyRSj4PhfSSXE+hfQw==?,?96234:be5#%#bf0104JA==/W026GFDHMvYHVAgAEtdfsVH+cFoMYX62mcxgkNSqZo=?,1 1004, Arthur, Nelson, [NULL],6/8/1994 7:31 1002,?96234:be5#%#bf0104A3E=oul0H31XGJZWprdDdPFHTw==?,?96234:be5#%#bf0104A3E=d0A82GWs+JOBHAzXhuYM2g==?,Senior Financial Analyst,Vanguard Cellu 1005, Barbara, Moore, M lar,?96234:be5#%#bf0104Asw=4i+iHS20ihw8huh4v7DUXtkfy/lViDuLcgj5mk6/DHw=?,?96234:be5#%#bf0104Atg=0tBU/NotskVv2fXBweilow==?,?96234:be5#%# 904-0131,4/20/1994 uM=gF1NJS8SE6wvUIW+Yu++2g==?,?96234:be5#%#bf0104Ayo=Wm8ZTixdcVqQA8cmM4XXcw==?,United States,?96234:be5#%#bf0104kQ==xm69QXH11xfbI3M5enitkg==?, 1006, Bobby, Johnson, 96234:be5#%#bf0104uQ==xTE96JIkQz6k87VXj7mL/Q==?,3/9/1967 6:47,?96234:be5#%#bf0104YA==6rNU7P1xYDixw9P4tMkEVjNcFOD9Fu9LHDuxAzX1Z1Q=?,?96234:be5 States, (508) 850-005 1007, Bob, Bainbridge #%#bf0104QQ==Jq8eCUQWmCQeq/1SjWo9iw==?,?96234:be5#%#bf0104JQ==4RFFj6yDKa4TH63oOnictYGvqu6YLzwCNh4JGP2peC8=?,2 628-0015, (612) 628-4 1003,?96234:be5#%#bf0104A1M=LqF4fG3z6FXvTGK76UjIIw==?,?96234:be5#%#bf0104A2c=7sxsrAsZjNTEetS2yqgMfw==?,Deputy Generall Counsel,Vanguard Cellul 1008, Brad, Poorman, [N ar,?96234:be5#%#bf0104Auo=4i+iHS20ihw8huh4v7DUXtkfy/lViDuLcgj5mk6/DHw=?,?96234:be5#%#bf0104Auw=0tBU/NotskVv2fXBweilow==?,?96234:be5#%#bf0104Au 850-0059, [NULL], 7/31 E=gF1NJS8SE6wvUIW+Yu++2g==?,?96234:be5#%#bf0104A0g=Wm8ZTixdcVqQA8cmM4XXcw==?,United States,?96234:be5#%#bf0104fQ==QATwE+ci5Cnl5H6Ok1nRyA==?,?9 1009, Brent, Levetan, D [NULL],9/15/1984 7:2 6234:be5#%#bf0104uQ==AZU/dMmI32cypsrJpTBs5Q==?,9/2/1998 2:37,?96234:be5#%#bf0104YA==NCYTuh0ETaJE/0zclx+RHHnY8rV0f4rzy7zai3u+Gmw=?,?96234:be5#% 1010, Carol, Whitaker, #bf0104RO==1xPsh0jCZQYzmS68qb2sAQ==?,?96234:be5#%#bf0104IA==RNyRLOQtZY7/QCw+zFoZWdR+y2FWMFmhnH2Qqws4Iiw=?,3 733-7474, (303) 733-7 1004,?96234:be5#%#bf0104A0k=AagMPDYjfAC/Pvd+BUGF2w==?,?96234:be5#%#bf0104A0k=gJ6IrwpOZAn9BPFuLvje3w==?,[NULL],Summit Telecomm,?96234:be5#%#bf0 1011, Carol, Brookins 104Av4=jGiM3OsRkf3oZoU+mXKh2rNuA8Feta56RpaCExhr7AO=?,?96234:be5#%#bf0104Auw=2wyLCyhdmjyav3/sey7Rkg==?,?96234:be5#%#bf0104AsU=VS4VttjD157CAn5+Q 785-3345, (202) 659-6 wKaXA==?,?96234:be5#%#bf0104Ayo=6uhglChqZ0cJH578hRkaDg==?,United States,?96234:be5#%#bf0104fQ==vRG8rd2ZAgq33U6Qixa0Pw==?,?96234:be5#%#bf0104fQ ==0raClLLtUuNW3UqozSExHg==?,6/8/1994 7:31,?96234:be5#%#bf0104YQ==0raClLLtUuNW3UqozSExHg==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDL0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==?,?96234:be5#%#bf0104PA==YOTq012EZ4lqZVswcDl0/g==YOTq012EZ4lqZVswcDl0/g==YOTq012EZ4lqZVswcDl0/g=YOTq012EZ4lqZVswcDl0/g=YOTq012EZ4lqZVswcDl0/g=YO 6234:be5#%#bf0104Ig==7Hm55jhC9HrlwEZgDJZF3L0gBKBhL1kNBU/FmdmOck0=?.4

1001, Andre, Hayes, Director, World African Network, 3495 Piedmont Road North East, Atlanta, GA, 30305, United

# Protection: Encrypted Data Access



**PROTECT** 

### Decryption: User <u>WITHOUT</u> access privileges on Names & SSN

hive> select CUSTID, DgDecrypter(Firstname), DgDecrypter(Lastname), DgDecrypter(Address), DgDecrypter(SSN) from CUSTOMERS where CuSTID between 1001 a nd 1005;

```
Total MapReduce jobs = 1
Launching Job 1 out of 1
Number of reduce tasks is set to 0 since there's no reduce operator
Starting Job = job 201312011624 0004, Tracking URL = http://localhost.localdomain:50030/jobdetails.jsp?jobid=job 201312011624 0004
Kill Command = /usr/lib/hadoop/bin/hadoop job -kill job 201312011624 0004
Hadoop job information for Stage-1: number of mappers: 1; number of reducers: θ
2013-12-01 17:10:37,381 Stage-1 map = 0%, reduce = 0%
2013-12-01 17:10:47,508 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec
2013-12-01 17:10:48,530 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec
2013-12-01 17:10:49,563 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec
2013-12-01 17:10:50,583 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec
2013-12-01 17:10:51,606 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec
2013-12-01 17:10:52,627 Stage-1 map = 100%, reduce = 100%, Cumulative CPU 7.28 sec
MapReduce Total cumulative CPU time: 7 seconds 280 msec
Ended Job = job 201312011624 0004
MapReduce Jobs Launched:
```

```
!260dg 32&:16540104Bw==3J2sDrsVV460ndeEirKYEA==!
                                                                 !260dg 32&:16540104Bw==zG7sz80ebnf9Dt/l0D9aXg==!
                                                                                                                          !260dg 32&:16540104Bg==Tkwlqy
RSi4PhfSSXE+hf0w==!
                                                                 !260dg 32&:16540104Bw==fJM+YcPZm47WxMFFgGu4lA==!
        !260dg 32&:16540104Bw==Z310ireWiw6ykjrqM5xTLA==!
                                                                                                                         !260dg 32&:16540104Bg==Jq8eCU
QWmCQeq/1SjWo9iw==!
        !260dq 32&:16540104Bw==LqF4fG3z6FXvTGK76UjIIw==!
                                                                 !260dq 32&:16540104Bw==7sxsrAsZjNTEetS2yqqMfw==!
                                                                                                                         !260dg 32&:16540104Bg==1xPsh0
iCZQYzmS68qb2sAQ==!
        !260dg 32&:16540104Bw==AagMPDYjfAC/Pvd+BUGF2w==!
                                                                 !260dg 32&:16540104Bw==gJ6Irwp0ZAn9BPFuLvje3w==!
                                                                                                                         !260dg 32&:16540104Bg==Y0Tq01
2EZ4lqZVswcDL0/g==!
        !260dg 32&:16540104Bw==1XiJwH2SB3fEsQ7zW8TGgQ==!
                                                                 !260dg 32&:16540104Bw==pGSF20Kmf0C4Hv1nZAVMFg==!
                                                                                                                         !260dg 32&:16540104Bg==yXQKik
xHZkhmiKD0I3H48A==!
```

Time taken: 20.793 seconds

# Protection: Encrypted Data Access



### Decryption: User WITH access privileges on Names & SSN

hive> select CUSTID, DgDecrypter(Firstname), DgDecrypter(Lastname), DgDecrypter(Address), DgDecrypter(SSN) from CUSTOMERS where CuSTID between 1001 a nd 1005; | Total MapReduce | Jobs = 1 Launching Job 1 out of 1 Number of reduce tasks is set to 0 since there's no reduce operator Starting Job = job 201312011624 0004, Tracking URL = http://localhost.localdomain:50030/jobdetails.jsp?jobid=job 201312011624 0004 Kill Command = /usr/lib/hadoop/bin/hadoop job -kill job 201312011624 0004 Hadoop job information for Stage-1: number of mappers: 1; number of reducers: 0 2013-12-01 17:10:37,381 Stage-1 map = 0%, reduce = 0% 2013-12-01 17:10:47,508 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec 2013-12-01 17:10:48,530 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec 2013-12-01 17:10:49,563 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec 2013-12-01 17:10:50,583 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec 2013-12-01 17:10:51,606 Stage-1 map = 100%, reduce = 0%, Cumulative CPU 7.28 sec 2013-12-01 17:10:52,627 Stage-1 map = 100%, reduce = 100%, Cumulative CPU 7.28 sec MapReduce Total cumulative CPU time: 7 seconds 280 msec Ended Job = job 201312011624 0004 MapReduce Jobs Launched: Job 0: Map: 1 Cumulative CPU: 7.28 sec HDFS Read: 101813 HDFS Write: 265 SUCCESS Total MapReduce CPU Time Spent: 7 seconds 280 msec Andre Hayes 3495 Piedmont Road North East 275-80-3158 1002 Andrew Smith 2002 Pisgah Church Road 228-17-2121 1003 Anthony Dillon 2002 Pisgah Church Road 242-22-5396 1004 Arthur Nelson 3650 Claypond Road 216-33-6491 Barbara Moore 4506 Lively Ln 219-46-9496 Time taken: 25.678 seconds

SECURE BUSINESS EXECUTION

hive>

# Protection: Encryption or Masking?



_			
		Brand sentiment	Name
		Log analysis	Address
4		Customer retention	Email Address
	Analytic	Clinical trial analysis	Customer lifetime value
	Analytic	Payments Risk Mgmt.	IP Address
		Trading System Perf.	URL
		Risk Modeling	Medical Record Number
		Supply chain optimization	Social Security Number
		Smart metering	Telephone Number
		Insurance Premiums	Date of Birth (DOB)
		Process efficiency	IP Addresses
	Transactional	Person of Interest Discovery	Credit Card Number
	Transactionar	Dynamic pricing	Credit limit
		IT Security Intelligence	Purchase amount
		Real-time upsell	VIN
		Monitoring Sensors	Device ID

# Protection: Encryption or Masking?



Name **Brand Sentiment Address** Log analysis **Email Address Customer retention** Customer lifetime value Clinical trial analysis **Analytic IP Address** Payments Risk Mgmt. Medical Record Number Trading System Perf. URL **Risk Modeling** Social Security Number Supply chain optimization

### **Smart Metering**

**Insurance Premiums** 

**Process efficiency** 

### **Transactional**

Person of Interest Discovery

Dynamic pricing

IT Security Intelligence

Real-time upsell

Monitoring Sensors

### Telephone Number

Date of Birth (DOB)

Medical test results

Credit Card Number

Credit limit

Purchase Amount

VIN

Device ID

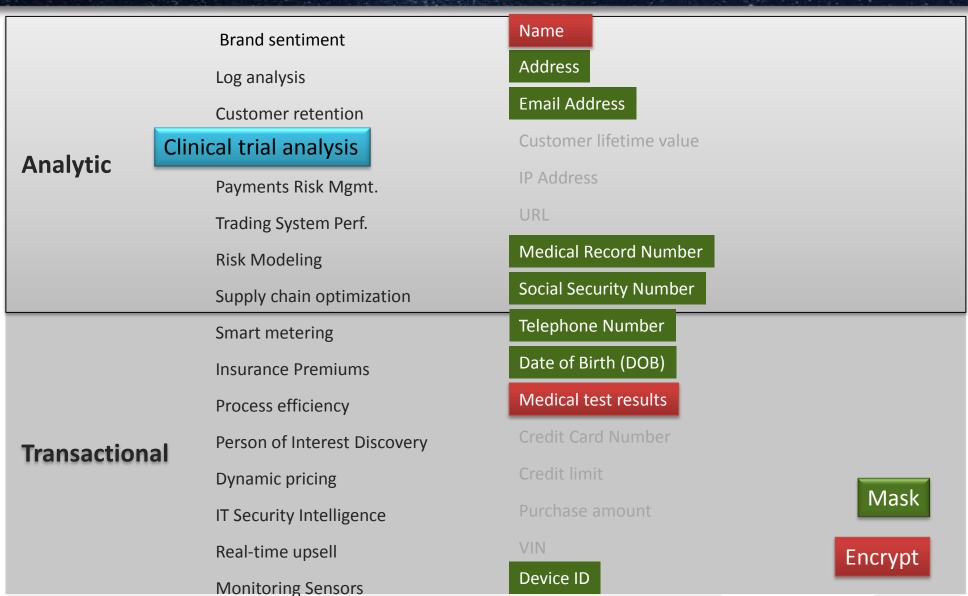






# Protection: Encryption or Masking?





# Secure Business Execution – Core Requirements



### **DETECT**

Where sensitive content is present in struct, unstruct, semi-struct data





### **AUDIT**

Who has access to which sensitive data & identify misalignments and risk factors





### **PROTECT**

Sensitive data at the element level— encrypt/decrypt with RBAC, mask, redact





### **MONITOR**

Based on metadata, track how and where sensitive data is being accessed through a 360° dashboard

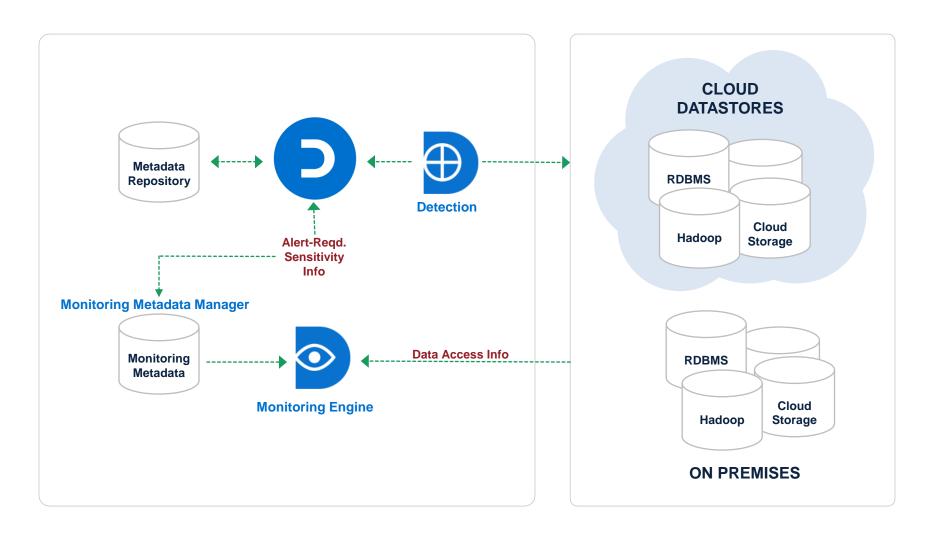
# **User Access Monitoring**



- Precisely focused on monitoring sensitive data
  - Where are the sensitive content & how many (density)
  - What data are accessed
  - Who is accessing them
  - Raise alarm based on user-set policy
- Across all enterprise repositories
  - Hadoop, Oracle, Teradata, others (Roadmap)
  - Cloud Support (S3, Google Cloud Storage and Azure Blob)
- Continuous, near-real-time anomaly behavior detection (Future)
  - Using machine learning to build user profile
  - Complex Event Processing to detect breach
- "Out of the box" templates

# **User Access Monitoring**





# Secure Business Execution – Core Requirements



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# Dataguise DgSecure



### **DETECT**

Where sensitive content is present in struct, unstruct, semi-struct data



#### **AUDIT**

Who has access to which sensitive data & identify misalignments and risk factors



### **PROTECT**

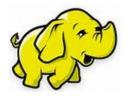
Sensitive data at the element level— encrypt/decrypt with RBAC, mask, redact



### **MONITOR**

Based on metadata, track how and where sensitive data is being accessed through a 360° dashboard

# Across Hadoop, RDBMS, Files, NoSQL DB









# Dataguise DgSecure



### **DETECT**

Where sensitive content is present in struct, unstruct, semi-struct data



#### **AUDIT**

Who has access to which sensitive data & identify misalignments and risk factors



### **PROTECT**

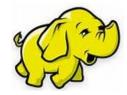
Sensitive data at the element level— encrypt/decrypt with RBAC, mask, redact



#### **MONITOR**

Based on metadata, track how and where sensitive data is being accessed through a 360° dashboard

# Across Hadoop, RDBMS, Files, NoSQL DB









# On Premises, in the Cloud, or Hybrid



On-premise





